

## Message Text

UNCLASSIFIED

PAGE 01 PARIS 24087 011753Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----034765 021221Z /53

R 011749Z AUG 78  
FM AMEMBASSY PARIS  
TO AMEMBASSY BERN  
INFO AMEMBASSY ATHENS  
AMEMBASSY BELGRADE  
AMEMBASSY BONN  
AMEMBASSY BRUSSELS  
AMEMBASSY COPENHAGEN  
AMEMBASSY HELSINKI  
AMEMBASSY LISBON  
AMEMBASSY LONDON  
AMEMBASSY LUXEMBOURG  
AMEMBASSY MADRID  
AMCONSUL MILAN  
AMEMBASSY OSLO  
AMEMBASSY ROME  
AMEMBASSY STOCKHOLM  
AMEMBASSY THE HAGUE  
AMEMBASSY VIENNA  
SECSTATE WASHDC 5566  
USDOC WASHDC

UNCLAS PARIS 24087

E.O. 11652: N/A  
TAGS: BEXP, FR  
SUBJECT: COORDINATED AMERICAN EXPORTER ACTIVITY

REF: (A) BERN 2292, (B) VIENNA 3387 (NOTAL), (C) MADRID  
8311, (D) BERN 3498

1. POST HAS FOLLOWED WITH KEEN INTEREST BERN INITIATIVES  
TO INTRODUCE AMERICAN EXPORTERS DIRECTLY TO SWISS  
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PAGE 02 PARIS 24087 011753Z

IMPORTERS AND ACTIVATE MUTUALLY BENEFICIAL RELATIONSHIPS.  
THE COMMERCIAL ASSISTANT FROM PARIS EMBASSY IN CHARGE  
OF VSMF AT MID-MAY SESSIONS IN BERN REPORTED BACK TO  
US A HIGHLY FAVORABLE IMPRESSION OF THOSE SESSIONS.

2. NOW THAT SECOND-ROUND OF AMERICAN EXPORTER ACTIVITY  
COORDINATED WITH OTHER EUROPEAN POSTS IS BEING PLANNED,

WE HAVE MADE A POINT TO CAREFULLY FOLLOW DEVELOPMENTS OUTLINED REFTEL A) AND FOLLOW-UP TELEGRAMS AS CITED AND HAVE STUDIED POSSIBLE APPLICATION TO FRANCE IN THE CONSUMER GOODS AREA. PRESENT ASSESSMENT, BASED ON A NUMBER OF MARKETING FACTORS IN THE CONSUMER GOODS AREA UNIQUE TO FRANCE, IS THAT EFFORT AS PLANNED WOULD NOT, AT THIS TIME, BE APPROPRIATE HERE. WE PLAN A HOUSEWARES SHOW AT THE IMC IN SEPTEMBER 1979. WE ARE AWAITING THE MARKET RESEARCH FOR THE SHOW, AND WOULD LIKE TO HAVE THE MATERIAL IN HAND BEFORE PROCEEDING FURTHER IN THE CONSUMER GOODS AREA.

3. POST WOULD LIKE, HOWEVER, TO KEEP IN TOUCH WITH BERN REGARDING FUTURE POSSIBILITIES MORE LIKELY TO BETTER MEET OUR MARKETING TARGETS.  
HARTMAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 01 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978PARIS24087  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Film Number:** D780316-0165  
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**Reference:** 78 BERN 2292, 78 VIENNA 3387, 78 MADRID 1978  
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**Review Event:**  
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**TAGS:** BEXP, FR  
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**Type:** TE  
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**Review Markings:**  
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